

October 16, 2007 CPC



STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

08SN0121

CMA Properties Inc

Bermuda Magisterial District
East line of Interstate 95

REQUEST: Conditional Use Planned Development to permit exceptions to Ordinance requirements relative to signs.

PROPOSED LAND USE:

A freestanding identification sign for permitted commercial uses is planned. A Conditional Use Planned Development is requested to allow a larger and taller freestanding sign than allowed by current Ordinance standards.

RECOMMENDATION

Recommend denial for the following reasons:

- A. The current sign standards of the Ordinance provide adequate identification for uses on the property.
- B. Approval of this request could encourage other businesses to seek similar exceptions.

(NOTES: A. CONDITIONS MAY BE IMPOSED OR THE PROPERTY OWNER(S) MAY PROFFER CONDITIONS.

B. THE PLANNING COMMISSION SHOULD ACKNOWLEDGE THAT THIS REQUEST INCLUDES ONLY PART OF 804-637-4161. THE PUBLIC NOTICE INCORRECTLY REFLECTS THAT THE ENTIRE PARCEL IS INCLUDED.)

CONDITION

The Textual Statement dated September 24, 2007, shall be considered the Master Plan. (P)

GENERAL INFORMATION

Location:

East line of Interstate 95, south of Ruffin Mill Road. Tax ID 804-637- Part of 4161 and 804-638-3807.

Existing Zoning:

C-5

Size:

5.2 acres

Existing Land Use:

Commercial (under construction)

Adjacent Zoning and Land Use:

North - C-5, I-1 and A; Vacant

South and East – C-5; Commercial or vacant

West - I-2 with Conditional Use Planned Development; Industrial

UTILITIES; ENVIRONMENTAL; AND PUBLIC FACILITIES

This request will have no impact on these facilities.

LAND USE

Comprehensive Plan:

Lies within the boundaries of the Consolidated Eastern Area Plan which suggests the property is appropriate for general commercial use.

Area Development Trends:

Area properties around the Walthall Interchange are zoned predominately General Business (C-5), Light Industrial (I-1) and General Industrial (I-2) and are developed for commercial or industrial uses or are currently vacant.

Project Identification Sign:

Currently, the Ordinance permits one (1) freestanding sign identifying a vehicle sales business, fifty (50) square feet in area and twenty (20) feet in height. The sign area may be increased up to twenty-five (25) percent provided such increase is for the purpose of including changeable copy. The applicant proposes to use this permitted sign to identify an automobile dealership. This sign is proposed to be 144 square feet in area, with no changeable copy, and thirty (30) feet in height. (Textual Statement)

CONCLUSION

The current sign standards of the Ordinance provide adequate identification for uses on the property. Further, approval of this request could encourage other businesses to seek similar exceptions thereby resulting in sign proliferation. As an example, a larger and taller freestanding sign was approved on an adjacent parcel to the south. This approved sign to identify a motor vehicle sales business is allowed to be up to 163 square feet in area and forty-eight (48) feet in height. Further, a second freestanding identification sign was recently approved on property further south along Interstate 95. This approved second sign, also for the purpose of identifying a motor vehicle sales business, is allowed to be up to 100 square feet in area and a maximum of thirty (30) feet in height.

Given these considerations, denial of this request is recommended.

CASE HISTORY

Staff (9/25/07):

If the Planning Commission acts on this request on October 16, 2007, the case will be considered by the Board of Supervisors on October 24, 2007.

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Textual Statement: CMA Properties (Case 08SN0121)
September 24, 2007

Conditional Use Planned Development to permit exceptions to the Ordinance requirements relative to signage.


Exception:

An exception of ninety-four (94) square feet to the fifty (50) square foot limit for sign area and an exception of ten (10) feet to the twenty (20) foot limit for sign height for a freestanding sign to identify a vehicle sales use.


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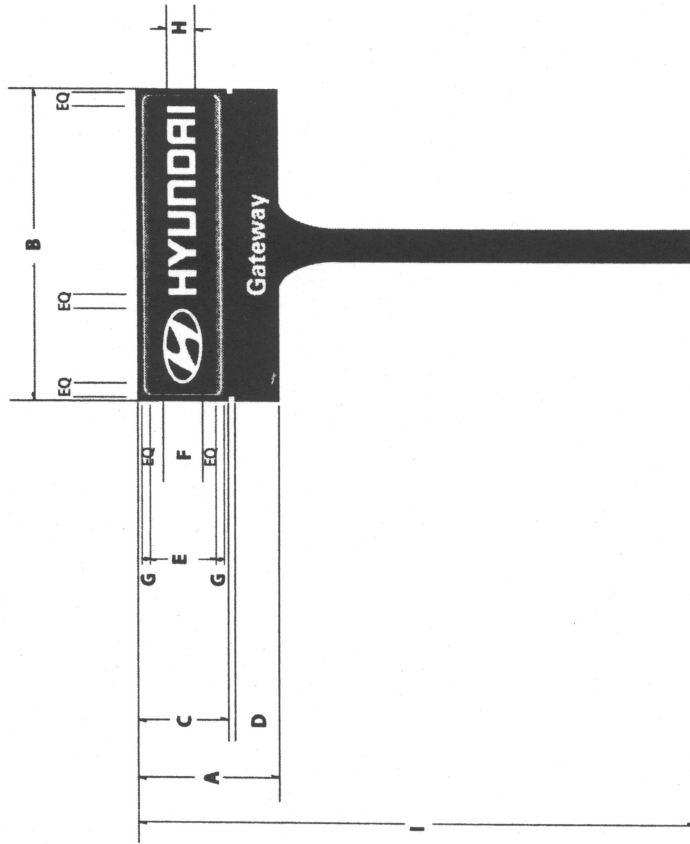
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HYUNDAI

Pylon Signs - Main ID



SPECIFICATIONS

HP50, HP70, HP100 & HP150

ALUMINUM CABINET & RETAINERS
PAINTED TO MATCH PANTONE 425C
PAN FORMED POLYCARBONATE FACES
WITH EMBOSSED GRAPHICS.
ROUTED ALUMINUM DEALER FACES
BACKED WITH WHITE POLYCARBONATE

LOGO SIGN FACE TO MATCH PANTONE 288C

HYUNDAI LOGO NAME - WHITE

ACCENT STRIP: PANTONE 877C

DEALER NAME: WHITE

COLUMN COVER: .090 ALUMINUM PAINTED
TO MATCH PANTONE 425C

ALL METAL TO BE PRIMED AND PAINTED:
DUPONT OR EQUIVALENT.

ALL FASTENERS COUNTERSUNK AND
FLUSH-MOUNTED

HP200

ALUMINUM CABINET & RETAINERS
PAINTED TO MATCH PANTONE 425C

FLEXIBLE FABRIC FACE

LOGO BACKGROUND TO MATCH PANTONE 425C

HYUNDAI LOGO NAME - WHITE

ACCENT STRIP: PANTONE 877C

DEALER NAME: WHITE

COLUMN COVER: .090 ALUMINUM PAINTED
TO MATCH PANTONE 425C

ALL METAL TO BE PRIMED AND PAINTED:
DUPONT OR EQUIVALENT.

ALL FASTENERS COUNTERSUNK AND
FLUSH-MOUNTED

	A	B	C	D	E	F	G	H	I
HP50	4'-10"	11'-5"	3'-2 9/16"	1'-6"	27.65"	16.7"	3.456"	11.93"	18'-6"
HP70	5'-8"	13'-0"	3'-7 3/4"	1'-9"	31.8"	19.09"	3.975"	13.6"	22'-6"
HP100	6'-5"	15'-0"	4'-1 3/4"	2'-0"	36.60"	22.1"	4.57"	15.78"	25'-0"
HP150	8'-0"	18'-0"	5'-2 9/16"	2'-6"	46.85"	26.6"	5.85"	19"	30'-0"
HP200	10'-6"	19'-0"	NA	NA	NA	NA	NA	NA	60'-0"

HEAD PART #	A	B	HEAD SF
450-HP50	4'-10"	11'-5"	55.1
450-HP70	5'-8"	13'-0"	73.6
450-HP100	6'-5"	15'-0"	96.2
450-HP150	8'-0"	18'-0"	144
450-HP200	10'-6"	19'-0"	199.5

REFACE PART #	C	B
450-HP50RF	3'-2 9/16"	11'-5"
450-HP70RF	3'-7 3/4"	13'-0"
450-HP100RF	4'-1 3/4"	15'-0"
450-HP150RF	5'-2 9/16"	18'-0"
450-HP200RF	N/A	N/A



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SIGNS.**

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WITH A PROJECT PLANNED FOR YOU
BY CULLININGS SIGNS.
IT IS NOT TO BE REPRODUCED, COPIED,
OR EXEMPTED IN ANY MANNER WITHOUT THE WRITTEN
PERMISSION OF CULLININGS SIGNS.

CUSTOMER APPROVAL:
[Signature]
DATE: 7/17/07

DATE BY
REV#1 7/21/07 ECR
REV#2
REV#3

DATE BY
REV#4
REV#5
REV#6

DATE BY
REV#7
REV#8
REV#9

PROJECT: HYUNDAI
ADDRESS: GATEWAY
PHONE: (951) 240-1130
DESIGNER: ECR SCALE: AS NOTED DATE: 6/6/07

ACCT. MGR. JIM KIRKLAND
DATE: 6/6/07

DRAWING NO.
07-197 R.1
SHEET 6 OF 6

for J. J. J. J.

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